

Remarks

This is intended as a full and complete response to the Office Action dated May 6, 2010, having a shortened statutory period for response set to expire on August 6, 2010.

Upon entry of this amendment, claims 9-12 and 15-23 will remain pending in this application. Claims 1-8 and 13-14 have been cancelled for being drawn to a non-elected invention. Please reconsider the claims pending in the application for reasons discussed herein.

Claim Rejection-35 USC § 102

Claims 9-12 and 15-23 are rejected under 35 U.S.C. § 102(b) as anticipated by or, in the alternative, under 35 U.S.C. § 103(a) as obvious over *Naylor* (U.S. 5,519,154).

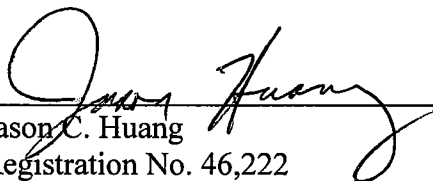
Applicant respectfully traverses this rejection. *Naylor* discloses a process for producing an ethoxylated ester surfactant. (See Title and Abstract). The process includes (1) reacting an allyl alcohol with an ethylene oxide to form an allyl alcohol ethoxylate; (2) which is in turn reacted with a bisulfite salt to form a bisulfite addition product; and (3) which is in turn reacted with a fatty acid to give the ethoxylated ester surfactant. (See col. 3, ln. 45 to col. 4, ln. 13). However, none of the presently claimed anions are ethoxylated ester surfactants. For example, claim 9 recites alkyl-substituted hydroxyethane sulfonate anions. Also, claim 15 recites first and second ester anions that are not ethoxylated. For this reason alone, Applicant believes the claims are not anticipated or rendered obvious by *Naylor*.

Moreover, *Naylor* discloses that compounds produced in Example 8 include 1-sulfo isomer and 2-sulfo isomer. In this respect, only the 2-sulfo isomer is substituted, while the 1-sulfo isomer does not have an alkyl substitute. Thus, *Naylor* does not teach or suggest each of the first and second anions having at least one hydrogen on the alkyl chain of the isethionate portion of the anion substituted with a straight chain or branched C₁ to C₆ alkyl group. For this additional reason, Applicant believes *Naylor* does not anticipate or render obvious the instant claims. Withdrawal of the rejection is respectfully requested.

Conclusion

Having addressed all issues set out in the office action, Applicant respectfully submits that the claims are in condition for allowance and respectfully requests that the claims be allowed.

Respectfully submitted,



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